Newspaper Advertising Inches; December 1987 vs. December 1986 (Standard Advertising Units in the Media Records Conversion System)

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
AKRON, OH				
Beacon Journal (M)	114.757	— —	106.490	— —
Beacon Journal (S)	73.349	— —	75.793	— —
Grand Total	188.106	— —	182.273	— —
NOTE: Beacon Journal changed from evening to morning publication effective July 13, 1987.				
ALLENTOWN, PA				
Call (M)	170.511	— —	172.944	— —
Call (S)	92.128	— —	92.859	— —
Grand Total	270.639	— —	265.803	— —
NOTE: Part run figures not available.				
ASBURY PARK, NJ				
Press (E)	175.214	51.350	192.681	20.254
Press (S)	137.341	20.317	125.838	17.054
Grand Total	312.555	71.667	328.519	37.308
ATLANTA, GA				
Constitution (M)	183.931	89.256	189.532	95.661
Journal (E)	188.338	97.210	198.213	103.837
Journal & Constitution (S)	95.133	105.030	103.671	83.466
Journal & Constitution (Sat)	44.063	— —	42.579	— —
Grand Total	511.465	291.504	533.995	282.964
NOTE: Constitution Morning and Journal Evening published five days a week only.				
BALTIMORE, MD				
Sun (M)	146.783	27.244	181.008	8.856
Sun (E)	121.485	25.755	126.790	8.650
Sun (S)	138.512	55.844	133.682	52.736
Grand Total	406.780	108.843	421.480	70.242
BERGEN COUNTY, NJ				
Record (E)	164.770	44.404	174.623	29.599
Record (S)	150.292	55.312	143.623	40.060
Grand Total	315.062	99.716	318.246	69.659
BOSTON, MA				
Herald (M)	83.896	— —	97.692	821
Herald (S)	25.427	54.640	23.717	38.042
Globe (M)	161.990	15.659	155.961	15.736
Globe (S)	157.761	44.082	154.518	33.880
Grand Total	429.074	114.381	431.888	88.479
BUFFALO, NY				
News (AD)	106.005	46.406	118.910	35.813
News (S)	44.197	52.446	68.026	24.252
Grand Total	150.202	98.852	186.936	60.065
CAMDEN, NJ				
Courier-Post (E)	129.353	26.260	127.534	17.535
Courier-Post (S)	68.575	27.800	57.024	20.012
Grand Total	197.928	54.060	184.558	37.547
CHARLOTTE, NC				
Observer (M)	146.956	— —	148.849	— —
Observer (S)	64.267	— —	64.023	— —
Grand Total	211.223	— —	212.872	— —
NOTE: Part run figures not available.				
CHICAGO, IL				
*Tribune (M)	197.485	353.537	192.598	376.369
*Tribune (S)	161.588	139.721	145.785	124.673
Sun-Times (M)	146.866	78.907	142.767	88.660
Sun-Times (S)	66.004	65.124	55.111	42.529
Grand Total	571.943	637.289	536.261	632.231
NOTE: Tribune figures supplied by publisher to Media Records. 1987 figures represent advertising for 11/23/87 - 12/27/87.				
CINCINNATI, OH				
Enquirer (M)	182.018	18.575	188.656	18.169
Enquirer (S)	145.636	14.596	148.097	13.914
Post (E)	104.115	31.954	103.197	33.955
Grand Total	431.769	65.125	439.950	66.038
CLEVELAND, OH				
Plain Dealer (M)	158.596	32.128	157.259	29.344
Plain Dealer (S)	108.557	9.796	104.558	10.517
Grand Total	267.153	41.924	261.817	39.861
DALLAS, TX				
News (M)	292.834	20.094	317.029	11.704
News (S)	162.834	29.340	148.782	18.979
Times-Herald (AD)	223.509	25.362	238.297	31.438
Times-Herald (S)	115.731	40.515	115.101	24.884
Grand Total	794.708	115.311	817.209	87.003
DENVER, CO				
Rocky Mt. News (M)	267.263	36.176	294.682	6.084
Rocky Mt. News (S)	84.012	34.898	104.030	131
Post (M)	174.911	48.284	200.575	18.731
Post (S)	83.187	46.619	108.528	3.550
Grand Total	609.373	166.157	707.815	28.496

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
DETROIT, MI				
Free Press (M)	116.067	77.120	108.611	65.754
Free Press (S)	45.631	53.104	46.846	50.886
News (AD)	177.750	60.108	158.068	87.426
News (S)	87.806	48.644	86.154	44.931
Grand Total	427.254	238.976	399.479	228.997
ESCONDIDO, CA				
Times-Advocate (E)	119.972	5.903	119.636	6.019
Times-Advocate (S)	58.071	130	43.258	34
Grand Total	178.043	6.033	162.894	6.053
FORT LAUDERDALE, FL				
News & Sun-Sentinel (S)	107.300	— —	115.531	— —
Sun-Sentinel (M)	264.083	— —	296.018	— —
Grand Total	371.383	— —	411.549	— —
NOTE: Part run figures not available. Morning figures include the Saturday Edition.				
FORT WAYNE, IN				
Journal Gazette (M)	101.814	— —	97.724	— —
Journal Gazette (S)	73.646	— —	69.810	— —
News Sentinel (E)	98.295	— —	107.317	— —
Grand Total	273.755	— —	274.851	— —
NOTE: Part run figures not available.				
GREENWICH/STAMFORD, CT				
Time (E)	73.994	16.904	78.834	1.501
Time (S)	61.187	9.871	64.299	719
Advocate (E)	106.497	21.374	101.936	20.713
Advocate (S)	62.542	13.261	64.008	4.788
Grand Total	304.220	62.110	309.077	27.700
HARTFORD, CT				
Courant (M)	167.831	46.180	186.885	31.040
Courant (S)	81.538	141.707	75.918	135.147
Grand Total	249.369	187.887	262.803	166.187
HONOLULU, HI				
Advertiser (M)	150.532	— —	143.457	— —
Star-Bulletin (E)	139.271	— —	139.464	— —
Star-Bulletin & Advertiser (S)	91.392	— —	89.327	— —
Grand Total	381.195	— —	372.248	— —
HOUSTON, TX				
Chronicle (AD)	240.544	43.006	231.515	46.333
Chronicle (S)	112.638	45.037	98.579	43.831
Post (M)	184.206	38.534	161.176	49.477
Post (S)	75.293	42.110	72.877	35.794
Grand Total	592.681	168.687	564.147	175.435
LONG BEACH, CA				
Press Telegram (M)	138.113	51.419	115.376	61.985
Press Telegram (S)	64.484	15.239	68.291	2.098
Grand Total	200.597	66.658	183.667	64.083
LONG ISLAND, NY				
Newsday (E)	100.195	140.414	125.931	113.313
Newsday (S)	65.496	135.430	89.395	98.887
Grand Total	165.691	275.844	215.326	212.200
LOS ANGELES, CA				
Times (M)	348.811	276.947	356.098	285.295
Times (S)	173.120	93.920	164.033	81.924
Herald-Examiner (M)	70.294	17.319	75.893	11.603
Herald-Examiner (S)	24.805	14.289	16.296	11.006
Grand Total	617.030	402.475	612.320	389.828
LOS ANGELES/SAN FERNANDO VALLEY, CA				
News (M)	204.322	50.882	199.469	56.736
News (S)	86.333	11.007	83.252	681
Grand Total	290.655	61.889	282.721	57.417
***LOS ANGELES/TORRANCE, CA**				
Breeze (E & S)	254.698	— —	241.509	— —
Grand Total	254.698	— —	241.509	— —
NOTE: Figures supplied by publisher to Media Records.				
***MEMPHIS, TN**				
Commercial Appeal (M)	132.625	32.999	160.155	115.225
Commercial Appeal (S)	53.547	— —	100.243	9.520
Grand Total	186.172	32.999	260.398	127.745
NOTE: Figures supplied by publisher to Media Records.				

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
MIAMI, FL				
Herald (M)	195.886	— —	192.594	— —
Herald (S)	94.479	— —	97.987	— —
News (E)	61.895	— —	62.435	— —
Grand Total	352.260	— —	352.366	— —
NOTE: Part run figures not available.				
MINNEAPOLIS, MN				
Star Tribune (AD)	128.248	44.982	140.986	25.474
Star Tribune (S)	125.771	385	123.051	1.887
Star Tribune (Sat)	26.046	— —	22.058	— —
Grand Total	280.065	45.377	286.104	27.341
***NASHVILLE, TN**				
Banner (E)	130.661	— —	128.900	— —
Tennessean (M)	130.698	— —	127.975	— —
Tennessean (S)	99.631	— —	92.696	— —
Grand Total	360.990	— —	349.571	— —
NOTE: Figures supplied by publisher to Media Records.				
NEW BRUNSWICK, NJ				
Home News (E)	98.701	6.527	97.015	1.966
Home News (S)	85.655	8.876	80.438	5.114
Grand Total	184.356	15.403	177.453	7.080
NEW YORK, NY				
Times (M)	187.778	19.007	196.185	17.548
Times (S)	160.841	110.954	164.747	102.493
News (M)	76.376	94.207	61.192	104.360
News (S)	36.203	102.846	35.223	94.909
Post (AD)	72.291	685	63.972	1.358
Grand Total	533.489	327.679	521.319	320.668
NEWARK, NJ				
Star Ledger (M)	214.578	9.172	215.334	8.064
Star Ledger (S)	182.299	33.907	162.071	32.335
Grand Total	396.877	43.079	377.405	40.399
OAKLAND, CA				
Tribune (M)	97.274	117.972	102.156	102.730
Tribune (S)	31.774	62.626	33.051	45.338
Grand Total	129.048	180.598	135.207	148.068
OCEANSIDE, CA SAN DIEGO COASTAL NORTH COUNTY				
Blade-Tribune (E)	130.241	8.952	118.373	9.031
Blade-Tribune (S)	62.474	1.040	38.528	— —
Grand Total	192.715	7.992	156.901	9.031
NOTE: Blade-Tribune Evening published five days a week only.				
ORANGE COUNTY, CA				
Register (AD)	329.130	102.388	321.953	113.383
Register (S)	122.850	31.253	129.942	5.578
Grand Total	450.980	133.641	451.895	118.961
PHILADELPHIA, PA				
Inquirer (M)	162.853	34.085	193.322	38.033
Inquirer (S)	124.133	66.358	116.370	73.764
News (E)	922	— —	89.301	14.847
Grand Total	385.708	100.443	388.993	126.644
***PHOENIX, AZ**				
Arizona Republic (M)	326.521	28.347	339.584	27.390
Arizona Republic (S)	190.499	— —	190.819	— —
Gazette (E)	307.881	28.801	324.768	27.528
Grand Total	824.901	56.948	855.168	54.918
NOTE: Figures supplied by publisher to Media Records.				
***PROVIDENCE, RI**				
Journal (M)	156.442	193.328	152.607	120.105
Journal (S)	151.689	122.358	152.699	95.184
Grand Total	308.131	315.686	305.306	215.289
NOTE: Figures supplied by publisher to Media Records.				
***ST. LOUIS, MO**				
Post Dispatch (M)	81.863	35.341	128.152	38.364
Post Dispatch (S)	173.881	689	169.655	951
Grand Total	305.186	36.030	297.807	39.315
NOTE: Figures supplied by publisher to Media Records.				
ST. PAUL, MN				
Pioneer Press Dispatch (AD)	105.488	— —	113.124	— —
Pioneer Press Dispatch (S)	106.677	— —	97.390	— —
Grand Total	212.165	— —	210.514	— —
NOTE: Part run figures not available.				
SAN ANTONIO, TX				
Express-News (AD)	135.993	36.848	144.468	45.686
Express-News (S)	73.691	41.045	78.835	38.452
Express-News (Sat)	29.981	— —	30.392	— —
Light (AD)	138.065	17.793	161.179	28.911
Light (S)	92.491	15.188	95.684	11.915
Light (Sat)	20.014	772	24.391	1.415
Grand Total	490.235	111.426	534.929	126.389
NOTE: Express-News All Day and Light All Day published five days a week only.				

	1987 Full Run	1987 Part Run	1986 Full Run	1986 Part Run
SAN DIEGO, CA				
Union (M)	261.752	42.887	240.330	50.692
Union (S)	126.439	1.201	116.851	— —
Tribune (E)	266.972	45.152	249.418	50.409
Grand Total	655.173	89.240	606.599	101.101
SAN FRANCISCO, CA				
Chronicle (M)	141.878	97.992	140.884	115.844
Examiner (E)	136.437	97.674	— —	— —
Examiner & Chronicle (S)	67.958	45.911	63.958	44.136
Grand Total	348.273	241.477	204.842	159.980
NOTE: 1986 Examiner Evening figures not available.				
SAN JOSE, CA				
Mercury News (AD)	316.076	26.090	302.344	21.847
Mercury News (S)	155.112	— —	141.023	— —
Grand Total	471.188	26.090	443.367	21.847
***STATE COLLEGE, PA**				
Centre Times (E)	86.526	6.505	92.382	5.962
Centre Times (S)	46.384	3.728	41.667	768
Grand Total	132.910	10.233	134.029	6.730
NOTE: Figures supplied by publisher to Media Records.				
***TOLEDO, OH**				
Blade (E)	138.248	— —	144.328	— —
Blade (S)	108.080	— —	98.085	— —
Grand Total	246.328	— —	242.993	— —
NOTE: Figures supplied by publisher to Media Records.				
WASHINGTON, DC				
Post (M)	271.853	59.192	280.371	49.689
Post (S)	133.533	56.426	126.761	59.226
Grand Total	405.386	115.618	407.132	108.915
WASHINGTON, DC SUBURBAN GROUP				
Montgomery Journal (M)	62.790	— —	60.923	270
Fairfax Journal (M)	71.458	1.676	75.018	270
Grand Total	134.248	1.676	135.941	540
NOTE: Montgomery Journal Morning and Fairfax Journal Morning published five days a week only.				
WESTCHESTER ROCKLAND, NY				
Reporter Dispatch (E)	115.136	13.459	105.287	24.977
Reporter Dispatch (S)	97.783	18.636	70.272	35.579
Grand Total	212.919	32.095	175.559	59.656
WICHITA, KS				
Eagle-Beacon (M)	128.147	— —	138.147	— —
Eagle-Beacon (S)	84.162	— —	75.938	— —
Grand Total	212.309	— —	214.085	— —
NOTE: Part run figures not available.				

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service, Total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS/SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page.....
   Width and Depth in Inches.
2. Determine Square Inches of Page....
   Multiply Width by Depth Inches.
3. Determine the Number of SAU Inches of Page.....
   Divide the Square Inches by 2.0625 (SAU Inches).
4. Measure the Total Lines of the Page.....
   Multiply Column Depth Agate Lines by the Number of Columns on the Page.
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches.....
   Divide the Total Lines of Page by the Number of MRCS/SAU Inches of the Page.

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Service magazines adapt to market

By Patrick Reilly

In the early 1980s, working woman was all important. Her power, influence and sheer numbers grew rapidly.

The growth of women in the office, the dropping birth rate and the decline of mothers at home led magazine industry pundits to predict the demise of at least one, possibly two, of the women's service magazines.

The experts were sure that for the Seven Sisters—*Better Homes & Gardens, Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Redbook and Woman's Day*—a time of reckoning was coming.

However, the experts were wrong.

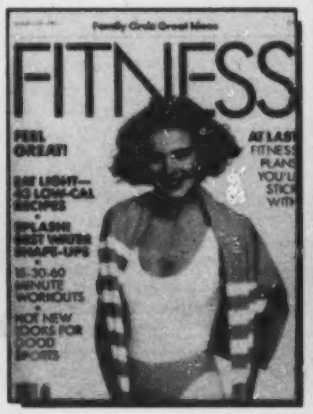
"When I came here in 1981, people said, 'Congratulations, you've just been made captain of the Titanic,' " says Myrna Blyth, editor in chief, *Ladies' Home Journal*. "People thought women wouldn't be reading the service magazines in five years. But today [stories about] work and opportunity are still important, and interest in the home and family endures. It's possible to be interested in both."

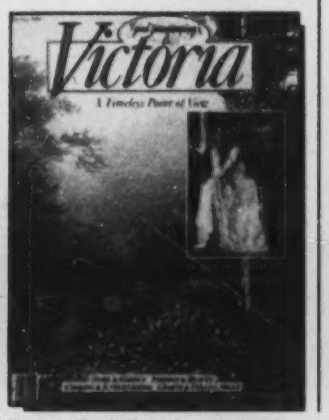
Although greater attention is being directed toward the home in the late 1980s, the Seven Sisters are not returning to the old ways, and more than ever they reflect women's dual interests.

"The overall direction of society has shifted homeward," says Del Rusher, publisher, *Better Homes & Gardens*. "We are well past discussion of whether the family is dead."

Though the seven titles haven't acted as one, the number of service articles overall has increased—and the length is shorter, stories on pressing social issues appear regularly, coverlines are positive rather than negative, and the journalistic level is improved.

In advertising, "Automotive is much stronger because it reflects the increased role of women in buying decisions," says Mr. Rusher. Consumer electronics products also show an increase of 30%, from 15 pages in 1987 to an estimated 20 or more in 1988.





Service magazine spinoffs include BH&G's Grandparents, Family Circle's Fitness, Good Housekeeping's Victoria and Woman's Day's New Family.

Most of the advertising new to this group is in the consumer electronics and automotive categories. "Detroit has awakened to the fact that women are a force in primary purchases . . . Detroit is now looking at the bulk of America and we sit dead center on it," says Charles Townsend, senior VP-publisher of *Family Circle*.

Advertising for the first quarter of 1988, showing a positive start for almost the entire field, is running more then 2% better than the first quarter in 1987.

Speaking of her own magazine, Ms. Blyth, echoed the opinions of several editors in the field. "We don't reach to the lowest common denominator; we are doing what marketers do, that is not to be ordinary, but rather look at the best. It's a newsy magazine, more journalistic."

At the same time, service magazine publishers find that, faced with a finite number of readers, a surefire way of increasing circulation is to spin off a title from the strength of the seven titles.

Spinoffs are part of the service field history—*Country Living* from *Good Housekeeping* in 1978. According to Dale Lang, publisher of *McCall's*, all of the women's service publications will spin out vertical titles in 1988: this month *McCall's* will introduce *America Entertains*, with 1 million circulation; *Good Housekeeping's Victoria*, a 500,000-circulation home magazine, begins quarterly publication in March; this month, *Family Circle* will introduce *Fitness*, a 400,000-circulation, twice-yearly magazine from its "Family Circle Great Ideas" series; *Better Homes & Gardens* launched *Grandparents* in March 1987, and in June, *Woman's Day* will begin an insert called "New Family," that eventually will stand alone.

"On spinouts, the key is creating a magazine that appeals to your audience without cannibalizing your readers," says John Mack Carter, editor in chief, *Good Housekeeping*. Each of the magazines has a strong base to work from; *Redbook*, the smallest, had an average paid circulation in 1987 of more than 3.9 million.

The Seven Sisters are indeed a powerful club. Six of the seven titles are listed in the top 20 magazines in terms of advertising revenue in 1987; *Better Homes & Gardens'* $142 million is the highest, placing it seventh in the top 20.

Powerful, yes. Invincible, no. In 1987, while some magazines showed gains in subscriptions, others registered serious drops in newsstand sales. The group lost more than 350 ad pages, or about 3%.

Although circulation has been trending slightly downward, according to Mr. Carter, as a category that represents the largest number of readers of any group of magazines, the Seven Sisters combined circulation reached 38.3 million in 1987.

As the jockeying continues, the magazines work harder at making their products stand out.

"This is the most competitive marketplace I have ever been in and it won't be easing up at all," says Mr. Townsend.

Intramural sniping is clearly evident on the crucial question of how to balance service articles with hard-edged journalism. Some in the group have clung to the service-articles-only formula, while others have tried to combine stories of wider social importance with the recipes and crafts.

Ellen Levine, editor of *Woman's Day*, has opted for mixing real life with home life.

"We run issues where an article on cleaning your house faster and one on book censorship both score a 60% in readership interest," says Mrs. Levine. "Women have added items to their interest list, not subtracted."

Woman's Day now carries fewer articles on crafts, while *McCall's*, known for its celebrity covers, has dropped crafts altogether.

Women still want service information, and "to get readers in mass numbers, you have to have service articles," says Mr. Lang. But above the *McCall's* nameplate go coverlines such as "AIDS: What Women Need To Know," and "Death: What Survivors Experience."

"We make sure there is an issue in every issue," Mr. Lang says.

Others hold as close as possible to the service-only formula.

"We are comfortable with the intention of others pulling away from the field. I want to be dead center when every one else is gone," says *Family Circle's* Mr. Townsend. "That doesn't mean you can't have a contemporary forum of issues facing women today, but it has to come from the service side. Not the sensational side."

"Dealing with sensational topics is not what we do," says Mr. Carter. "Our foremost responsibility is the service pages. The heavier issues in other magazines in the field

(Continued on Page S-10)

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Radio's strength loud and clear

By Amy Zipkin

The attraction of radio to women, who give radio the greatest share of their media time, is creating a stir in the industry.

Working women spend an average of just under three hours a day listening to the radio, 63% have a radio available at work, and 85% are reached by radio in an average workday, according to "Radio Facts," compiled by the Radio Advertising Bureau, N.Y.

Advertisers, such as automotive companies, absolutely recognize the need to address working women, says Nan Heller, VP-director of sales, Western region, Westwood One Co., Culver City, Cal.

Advertisers are also reevaluating when they target women, says Ms. Heller.

Because RAB research shows more than half of the major purchases made by working women come within one hour of listening time, package goods companies are changing schedules to reach working women closer to the time of purchase, she says.

Looking for a novel way to present "yet another" rebate program, Miller Meester Advertising/DBK&O, Minneapolis, created a humorous spot for New York-based Farberware's stainless steel cookware sets.

"We felt the spot [radio] would have more impact and allow us to capitalize on the impulse nature of the medium," says Michelle Hall, senior account exec.

The rebate program drew more than 50,000 qualified responses, which more than doubled projected figures.

Another marketer has found a spot on its own syndicated show.

L'eggs Products, Winston-Salem, N.C., a division of Sara Lee Hosiery Group, is sponsoring "Women On the Move," a program created and produced by REMN Communications, New York, which specializes in short-format syndication.

The 90-second program, preceded by a 30-second spot, debuted in August with news and information for women on the job and at home.

"The program format gives us an element of being different; it's a more interesting environment to be presented in," says Suzanne Clark, director of markets at L'eggs.

Radio stations also have begun to show up at the workplace.

Several years ago, Walter Sabo, president of W.R. Sabo, New York, a management consultancy for RKO-owned radio stations in Boston, noticed that traditional remotes from shopping malls were completely missing working women.

Now, WROR-FM, Boston, stages radio remotes two-to-three times a week, live from local companies.

Setting up in a cafeteria or lobby, the adult contemporary station broadcasts a 3½-to-4-hour program from area companies. "The programs are tremendous morale builders," says Lorna Ozmon, the station's program director. The companies consider the broadcasts a program-length commercial, she says.

Even traditional on-air promotions are geared to working women. The $2,000 normally spent by the station for a holiday promotion in 1987 became a Christmas shopping spree complete with personal shopper to buy, wrap and even return the gifts, if necessary.

Amy Zipkin is a free-lance writer who is based in Westport, Conn.

Magazines

(Continued from Page S-6)

has focused attention on what we do best, which is service. I don't want to be all things to all people."

Along with the varying editorial content, the service magazines definitely present different covers.

"Creativity [in covers]; there is more of a difference in the Seven Sisters in the last two years than there has ever been," says Mr. Townsend.

McCall's and *Ladies' Home Journal* rely strongly on the celebrity cover. *Ladies' Home Journal* started using celebrities on the cover in the 1960s, says Ms. Blyth. "Celebrities on the cover today gives an advantage. This is a celebrity age."

Others continue with traditional photographs of cozy homes scenes but vary the number and size of cover lines.

McCall's is credited with creating the "smorgasbord" covers—full of photos and headlines. "Lang has taken *McCall's* out of the service field in terms of its covers. It reads like a tabloid," says Mr. Townsend. "That's not a discredit because it sells at supermarkets."

With intense competition in the supermarket checkout racks, there's little room for clean, open covers.

"Our art directors yearn to do the big beautiful covers," says Mr. Carter. "But that won't happen because we don't want to give up the 10,000 readers who saw the cover line on AIDS and bought the magazine."

Seven Sisters' ad pages display sharp changes

January-December 1987

Publication	1987 pages	% change from 1986	1987 dollars	% change from 1986
Better Homes & Gardens	1,434.48	6.5	$142,170,974	9.5
Family Circle	1,650.16	–7.9	123,975,448	–12.5
Good Housekeeping	1,706.50	–13.3	132,465,976	–8.6
Ladies' Home Journal	1,286.75	–3.8	76,725,281	–0.5
McCall's	1,146.19	–0.3	67,717,134	1.0
Redbook	1,223.78	3.8	64,870,739	9.6
Woman's Day	1,695.82	–1.5	115,471,862	–6.5

Affiliated advertising is included in totals.
Source: Publishers Information Bureau. Figures compiled and tabulated by Leading National Advertisers.

Signs point to outdoors

(Continued from Page S-2)

in San Diego from September 1986 through August 1987 and included TV, radio, newspaper, magazine, and point of sale, as well as outdoor, says Cal Crandall, fluid milk program director in the board's San Francisco office.

The Vital 15 painted bulletins and 30-sheet billboards, designed by McCann-Erickson in San Francisco, showed a woman looking at the product. The creative was done by hand tinting a black-and-white photograph, giving the art a soft, feminine look. Other media continued the "special milk for women" theme. Even the Vital 15 carton looked feminine, featuring a pair of women's glasses and a yellow rose.

It was a consistent strategy and it backfired. Early feedback showed that the perception of a "women-only" milk alienated men, says Mr. Crandall. The Milk Advisory Board changed to overall market positioning in its early 1987 radio and print ad—outdoor remained unchanged and ran through February 1987.

In spite of the positioning problems, Vital 15 cornered a 1% share of the San Diego milk market, which is comparable to the initial performance of low-fat milk, Mr. Crandall says. It scored several other points as well: During the test year there was a 5.3% net growth in San Diego's total milk sales. Several dairies have introduced identical products under their own names southern California, so calcium-added milks now have a 95% market share in distribution.

Lifestyle ads

(Continued from Page S-8)

tained a glossary of financial terms. "It went over very well," she says.

Ms. Hargrave's research found that, "women like to see successful role models in ads," but are annoyed by "women only" tactics that seem to single them out for special-but-not-equal treatment. The one exception to that rule, she says, is affinity marketing, where the product is marketed under the auspices of an existing women's special-interest group.

The Travelers, Farmington, Conn., targeted members of the National Association of Female Executives via a direct-mail package for auto and homeowners insurance.

Although the product and copy were unchanged from a generic campaign, the package design followed the graphic style of all association communications.

The nationally promoted product was crippled by differing state insurance regulation, says Ms. Williams. "The product was not competitively priced and that minimized the response."

A few banks have capitalized on their existing relationships with female customers to create their own affinity groups.

Farmers Bank & Trust Co., Georgetown, Ky., won an award in 1986 from the Bank Marketing Association for direct mailings that launched a women's travel club.

Walker Hatton, VP-marketing at Farmers, reports that with a $10,000 minimum deposit required, the program has attracted $5 million in deposits in 18 months.

Associate editor Pat Gray Thomas coordinated this report on Marketing to Women.

Coming

Next week ADVERTISING AGE's Special Report will focus on **Sports Marketing.**

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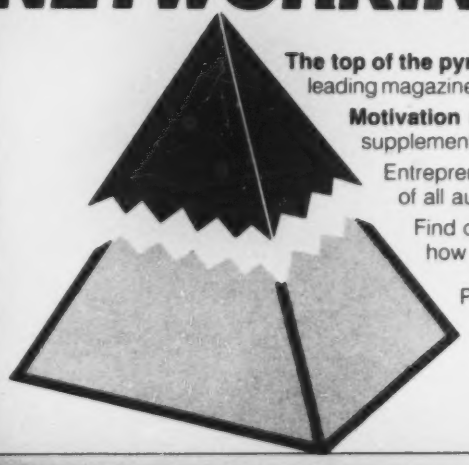

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C 2710-1
3/16/88

$2.00 a copy; $64 a year

March 14, 1988

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Advertising Age®

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Hums with efficiency

Swissair breaks an unusual TV campaign today using nature instead of airplanes to illustrate its service. One spot in the $3 million effort, via Doyle Graf Mabley, shows a hummingbird hovering over a flower. The voice-over makes the point that some hubs such as Geneva and Zurich are "naturally" efficient.

Campbell stirs shops

Creative needs more meat

By JUDANN DAGNOLI

Troubled by creative inconsistency with its agencies, Campbell Soup Co. is looking for change, and the possibilities range from a fee/incentive compensation system to such hard-line action as moving business.

If there's to be any account shuffling, the big winner is likely to be W.B. Doner & Co., which Herb Baum, Campbell USA president, characterized as the company's "high-flier."

The loser, insiders predict, could be Backer Spielvogel Bates.

Mr. Baum said that after pushing agencies for better creative for two years, "there's still lots of room for improvement."

Another Campbell insider put it more succinctly: "Generally, we're spending a lot and not getting very good work."

Campbell USA spends $235 million annually on advertising.

Mr. Baum said the marketer is scrutinizing more closely the work of its ad shops but that Campbell isn't planning any shake-ups now.

But another company source said that although Mr. Baum is reluctant to pink-slip agencies, it's possible some account shuffling could occur after the company's new fiscal year starts Aug. 1.

H. Baum

Campbell's main agencies are Backer, BBDO Worldwide, DDB Needham Worldwide, FCB/Leber Katz Partners and Ogilvy & Mather, New York, as well as Southfield, Mich.-based Doner and Hal Riney & Partners, San Francisco.

In 1986, Mr. Baum added Saatchi & Saatchi Co., London, to the roster for V-8 vegetable juice because he couldn't find acceptable creative in the U.S. (AA, Aug. 6, 1986).

The company will take a "hard look" at all its agencies' work in May, when the shops meet with Campbell to plan 1989 marketing strategies, Mr. Baum said. Campbell will be ready to seriously evaluate in June. Campbell is seeking "more risk-taking in execution," Mr. Baum said.

But he admitted the company also can be blamed, noting, "When there is less risk-taking, it is always the client's fault."

Company sources said there has been tension between Backer and Campbell, though Mr. Baum said, "From my point of view, they are not in trouble."

Matters came to a head after an annual review of advertising conducted by a group of top-level executives, including Mr. Baum, company President-CEO Gordon McGovern and CSC Advertising President Paul Mulcahy. CSC is Campbell's in-house agency,

(Continued on Page 84)

Last Minute News

Sony plans small CD player

PARK RIDGE, N.J.—Sony this week will announce plans for an ultracompact, 14-ounce Pocket Discman that plays new 3-inch and standard 5-inch compact discs (AA, Jan. 11). McCann-Erickson, New York, handles Sony.

Scott names five finalists

PHILADELPHIA—Scott Paper has narrowed the review of its $6 million account. Finalists are Ally & Gargano, the Bloom Agency and Warwick Ad-

(Continued on Page 8)

Who's the biggest

Rank	Agency	Gross Income 1987	Gross Income 1986	Billings Rank	Billings 1987
1	Young & Rubicam	$735	$628	(1)	$4,906
2	Saatchi & Saatchi Advertising	694	610	(2)	4,609
3	BBDO Worldwide	537	445	(3)	3,664
4	Ogilvy & Mather Worldwide	529	460	(4)	3,663
5	McCann-Erickson Worldwide	513	428	(5)	3,418
6	Backer Spielvogel Bates Worldwide	499	371	(6)	3,330
7	J. Walter Thompson Co.	483	471	(7)	3,222
8	Lintas:Worldwide	418	325	(8)	2,787
9	D'Arcy Masius Benton & Bowles	371	334	(10)	2,494
10	Leo Burnett Co.	369	305	(12)	2,462

Notes: Dollars are in millions. U.S.-based agencies are ranked by worldwide gross income and billings. DDB Needham Worldwide is ranked ninth by billings. Source: Agency reports.

Regional ad power

Rank	City	Billings
1	New York	$19,716.9
2	Chicago	5,145.5
3	Los Angeles	2,815.6
4	Detroit	2,619.5
5	San Francisco	1,307.1
6	Dallas	897.6
7	Boston	859.3
8	Minneapolis	815.4
9	Philadelphia	743.4
10	Cleveland	595.3

Notes: Dollars are in millions. Source: Billings reports on more than 800 U.S. offices from a survey of 500 agencies.

Y&R biggest agency in '87

By R. CRAIG ENDICOTT

Young & Rubicam was the biggest U.S.-based agency in the world in 1987, ADVERTISING AGE's latest survey shows.

Y&R's worldwide totals were led by a 29.4% growth in foreign billings, far outdistancing a 7.7% improvement in domestic billings.

But Saatchi & Saatchi Advertising is steadily closing the gap. In 1986, Y&R's worldwide gross income was $628 million, compared with Saatchi's $490.5 million (the 1986 Saatchi numbers in the chart are restated to reflect mergers and acquisitions). Now the difference is $735 million vs. $694 million.

That agency's London parent, Saatchi & Saatchi Co., had gross income of $1.33 billion on billings of $9.02 billion, making it No. 1 among industry holding companies. Interpublic Group of Cos. was No. 2.

Overall, worldwide gross income rose 13.7% to $9.5 billion and billings grew 13.5% to $64.8 billion in 1987 for the AA list of top 500 agencies.

New York continued to dominate the regional markets, growing 7.0% in U.S. billings and accounting for 45.9% of all U.S. billings of the 500. Dallas and San Francisco tied for the smallest increase in billings among the top 10 with 2% growth each. Cleveland was the only new entry in the top 10, replacing Atlanta as No. 10.

A complete ranking of the AA 500 by gross income, agency accounts gained and lost and top executives will be published March 30 in the 44th annual Agency Income Report.#

Call it Addy-gate: Agency caught in awards scam

By SCOTT HUME

The Milwaukee ad community has been rocked by an Addy Award scandal that has all the elements of a Robert Ludlum spy novel.

The plot includes anonymous letters impugning an agency's ethics, a mysterious client and questions about pressures on all agencies to go to great lengths to win creative awards.

Ludlum or no, the American Advertising Federation has read enough.

The AAF will tighten entry guidelines for its Addy Awards competition next year to ensure that advertising submitted has been created for an actual client

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Inside:

Agency-client marriages that last. P. 3
AD AGE picks best TV spots. P. 26
'Follo' hopping ahead at MPA. P. 80

Mega-shops set global media test

By JON LAFAYETTE and LAUREL WENTZ

When agency megamergers swept the industry two years ago, clients were promised benefits, particularly on the media side. That proposition is about to get its big test.

In country after country outside the U.S., the "big bang" agency holding companies are combining previously separate agency media-buying operations into one. Spurred by competition from independent media-buying companies and by the need to help shape a changing media scene in Europe, the holding companies are trying to take advantage of economies the megamerged agencies promised clients.

If it works, the practice is likely to reach the U.S.

Next month Omnicom Group plans to announce formation of new media-buying companies in Europe. The plan for the first time would combine BBDO Worldwide and DDB Needham Worldwide's media operations. The group's agencies already jointly negotiate media contracts in Australia.

Saatchi & Saatchi Co. is doing a feasibility study on the subject, and Interpublic Group of Cos., which has assiduously kept its agencies separate, is already sharing media buying in Australia, Belgium and France.

Thinking along the same lines, London-based WCRS Group this month negotiated an agreement to buy a 50% stake in SGGMD, Europe's largest independent media-buying company with operations in Belgium, Italy, Spain, the U.K. and West Germany.

> "It's inevitable. It's not going to happen with a big bang. It'll happen market by market, agency group by agency group."
> —Allen Rosenshine

Saatchi was close to buying into SGGMD last year, but the deal collapsed when Saatchi insisted on controlling interest.

"It's inevitable," said Omnicom CEO Allen Rosenshine at a conference last week. "It's not going to happen with a big bang. It'll happen market by market, agency group by agency group."

John Perriss, worldwide media director of Saatchi & Saatchi, said the company is studying the feasibility of combining media buying of its two worldwide networks—Saatchi & Saatchi Advertising Worldwide and Backer Spielvogel Bates Worldwide. That would be on a market-by-market basis, he said.

S&S has $6 billion in worldwide billings.

Such consolidations in the U.S. have been viewed with much skepticism. But sources said Saatchi is compiling information for a possible move in the U.S.

The hectic consolidation pace worldwide has been driven by several factors, including agency streamlining. But the biggest reason for the moves appears to be that media, especially TV, have grown rapidly in Europe, and agencies are faced with many buying options.

Restrictions in Europe are being lifted on commercial television, and agencies face stiff competition from independent media-buying companies that control large proportions of total media spending and charge commissions of 3% or less.

In France, these independents control up to half of ad spending. In Germany, they control about 20%.

Agencies say their new plans work this way: A central media-buying service executes buys from different agencies, which call in their orders.

These orders, the sources say, are

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Highlights

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Escalating car insurance premiums are posing a marketing problem for sports cars.

24 Tambrands eyes overseas growth
Tambrands wants to make a name for itself in countries that have never heard of tampons.

35 A-B water efforts dry up
Anheuser-Busch's reach exceeded its grasp in its attempt to move into the bottled-water business.

38 States grab for foreign tourists
Three more states are following New England's lead with efforts to lure foreign tourists.

41 Brown shop looks to Marines
Earle Palmer Brown is preparing to attack JWT's hold on the Marine Corps' $17.7 million account.

55 Paying attention to 'Details'
Details, the chronicler of hip fashion and nightlife, is already benefiting from being part of the family of S.I. Newhouse's Advance Publications.

66 Boston TV in flux
Ownership conflicts are jeopardizing WFXT-TV, Rupert Murdoch's Fox affiliate in Boston.

78 Magazine rolls out posters
Working Mother will launch a poster for daycare centers, with Sears as its first advertiser.

79 Killian caps Coors' goals
Adolph Coors Co. already has achieved its 1988 brand-expansion goal with Killian's Irish Red ale.

80 MPA show hits snags
The MPA's first trade show has raised questions of how well it represents its members.

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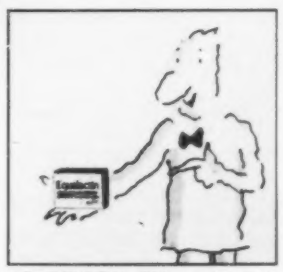
62 Bald spots get go-ahead
Upjohn Co. breaks spots for its balding remedy in Canada without mentioning the brand.

63 The Pepsi challenge
PepsiCo is ready to challenge Coca-Cola Co.'s dominance of Spain's cola market.



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Vol. 59, No. 11—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the fourth week in September at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.00 a copy, $64 a year, $109 two years. Add $104 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 1-800-992-9970. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, O. 45402 (800 227-4908).

Won't fight NAAG guides

Car rental ad split

By STEVEN W. COLFORD and JENNIFER LAWRENCE

In a surprise move, major car rental companies are breaking ranks with ad industry groups by supporting state regulation of car-rental ads.

John Britton, manager-public relations at Avis, said the company supports state regulatory action and could accept national ad guidelines comparable to airline rules implemented by the National Association of Attorneys General.

At Budget Rent a Car, the attitude is the same. "We want to see [the industry's] advertising as accurate and fair as possible for the consumer and the companies so we can compete on an equal level," said Allyson Zedler, Budget's press liaison.

Spokesmen for Alamo Rent-A-Car and Hertz Corp. said their companies have no objections to state policing of rental car ads.

The car rental companies' stand "amazed" DeWitt Helm Jr., president of the Association of National Advertisers.

"It's fine for them to say they favor truthful advertising . . . but I'm not sure all those folks realize what's going on," he said. "We will oppose any attorney general guidelines, whether for airlines, foods, drugs or anything."

The American Association of Advertising Agencies and the American Advertising Federation also oppose state guidelines for national advertising.

Critics contend some rental car ads promote deceptively low prices that don't include extra charges the consumer must pay, or don't disclose restrictions that limit the availability of the featured price.

NAAG is expected to form a task force to write car rental ad guidelines at its meeting in Washington this week *(see related stories on Page 12)*.

Separately, state officials, stung by renewed criticism of their airline ad guidelines by the U.S. Department of Transportation, rejected DOT claims that federal law preempts the states' guidelines.

In a letter to DOT, Texas Attorney General Jim Mattox tartly observed, "The real problem here is that the department, instead of acting to protect consumers, has instead chosen inaction."

NAAG, however, is expected to "clarify" some of the most controversial sections of the airline ad guides at this week's meeting.

One clarification would permit required disclosures in TV commercials to be made in video supers, instead of orally, provided the supers are "clear and conspicuous."#

Eddie 'The Eagle' finds fame fleeting

By TIM HARPER

LONDON—Eddie "The Eagle" Edwards' 15 minutes of fame may have ticked away.

Mr. Edwards, the myopic British ski jumper who was the media darling of the 1988 Winter Olympics, is finding it more difficult to land commercial endorsement contracts than it was to touch down safely from the 90-meter jump in Calgary.

E. Edwards

In fact, a month after the first TV and newspaper profiles began characterizing Mr. Edwards as the hapless loser with the true Olympic amateur spirit, he still has no endorsements or contracts.

"None whatsoever," said Simon Platz, the agent who signed Mr. Edwards to handle the torrent of offers he was supposedly going to get.

The flood of publicity announcing the ski jumper would endorse Hamlet cigars, whose TV spots show luckless losers, torpedoed that deal.

So far, there's been only one small offer, and clean-living Mr. Edwards rejected it. It was from Vladivar vodka, whose symbol is an eagle. The company wanted him to pose for a calendar photo; no magazine spreads, no TV commercials.

Mr. Platz admitted his only hope was that the demand for Mr. Edwards would grow "as he gets better" at ski jumping. But as anyone who saw "The Eagle's" short, wobbly landings in Calgary can testify, that may be a long wait.#